



keywords previously assigned to said Internet page to said keyword list for said page assigned topical category.

[c8] A method as claimed in Claim 1 wherein the step of assigning each said Internet site to at least one said predefined topical category, thereby creating a site assigned topical category, comprises:

- reviewing any previously assigned keywords contained within the meta-tag field of said Internet site;
- matching said previously assigned keywords to keywords contained within said keyword list; and
- assigning said Internet site to the predefined topical category whose keyword list contains matching keywords.

[c9] A method as claimed in Claim 2 wherein the step of assigning each said Internet page to at least one said predefined topical category, thereby creating a page assigned topical category, comprises:

- reviewing any previously assigned keywords contained within the meta-tag field of said Internet page;
- matching said previously assigned keywords to keywords contained within said keyword list; and
- assigning said Internet page to the predefined topical category whose keyword list contains matching keywords.